FORM 4

Print or Type Responses

UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549

STATEMENT	OF CHANGES	IN RENEFICIAL	OWNERSHIP

OMB APPROVAL
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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

Name and Address of Reporting Person* Romero, Phil			2. Issuer Name and Ticker or Trading Symbol						6. Relationship of Reporting Person(s) to Issuer (Check all applicable)			
			Lithia Motors, Inc. LAD					X Director		10% Owner		
(Last) 360 E. Jackson St.				3. I.R.S. Identification Number of Reporting Person, if an entity			4. Statement for Month/Day/Year 03/25/2003			Officer (give		Other (specify below)
(Street) Medford, OR 97501			(Voluntary)			5. If Amendment, Date of Original (Month/Day/Year)		7. Individual or Joint/Group Filing (Check Applicable Line) XForm filed by One Reporting Person Form filed by More than One Reporting Person				
(City)	(State)	(Zip)			Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned							
1. Title of Security (Instr. 3)		2.Trans- action Date	2A. Deemed Execution Date, if any (Month/	3. Transaction Code (Instr.		4. Securities Acquired or Disposed of (D) (Instr. 3, 4 and 5)	(A)		Own Follo	rities ficially ed owing	6. Owner-ship Form: Direct (D) or	7. Nature of Indirect Beneficial Owner- ship
		Day/ Year)	Day/ Year)	Code	v	Amount	(A) or (D)	Price		orted saction(s) . 3 and 4)	Indirect (I) (Instr. 4)	(Instr. 4)

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

* If the form is filed by more than one reporting person, see Instruction 4(b)(v).

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

(Over) SEC 1474 (9-02)

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3.Trans- action Date (Month/ Day/ Year)	3A. Deemed Execution Date, if any (Month/	4.Trans action Code (Instr.	ı	5. Number of ative Secur quired (A) posed of (I (Instr. 3, 4,	ities Ac- or Dis- O)	6. Date Exercisable and Expiration Date (Month/Day/Year)	I	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	I	8. Price of Deriv- ative Secur- ity (Instr.	9.Number of deriv- ative Securities Bene- ficially Owned	10.Owner-ship Form of Deriv- ative Security: Direct	11. Nature of Indirect Beneficial Owner- ship
				Code	v	(A)	(D)	Date Exer- cisable	Expiration Date	Title	Number of Shares	1	Following Reported Trans- action(s) (Instr. 4)	or Indirect (I) (Instr. 4)	(Instr. 4)
Stock Option (2003r) (right to buy)	\$12.95	03/24/2003		A		1,000.00		09/24/2003	03/24/2013	Class A Common	1,000.00		1,000.00	D	

Explanation	OI	Responses:

** Intentional misstatements or omissions of facts constitute Federal Criminal	Violations
See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).	

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.

/s/	Cliff	F	Spencer
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03/26/2003

Date

Cliff E. Spencer, Attorney in Fact for Phil Romero

^{**} Signature of Reporting Person